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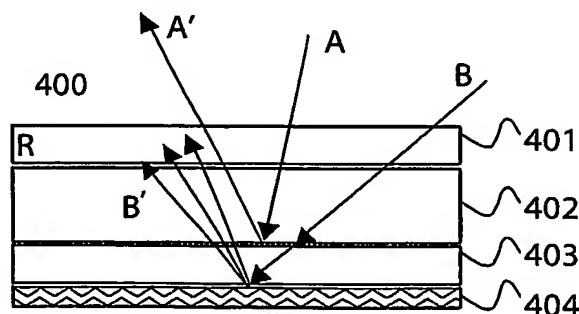
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(54) Title: REFLECTIVE LCD WITH SATURATED COLORS AND HIGH BRIGHTNESS



(57) Abstract: The present invention provides a reflective
color liquid crystal display (400) comprising a holographic
reflector (403) as well as a combination of an absorbing color
filter (401) and a diffusive reflector (404). The holographic
reflector (403) provides for saturated colors when the display
is viewed from a particular direction, and the absorbing fil-
ter (401)/diffusive reflector (404) combination provides for
acceptable color saturation when the display is viewed from
other directions. Thereby the advantages of a conventional
LCD, having an absorbing filter/diffusive reflector combina-
tion only, is combined with the advantages of a LCD having
a holographic reflector only.